## AMENDMENTS TO THE CLAIMS

Claims 1-37 canceled.

38. (New) Thin design display apparatus comprising:

a thin type display unit having a removable fitting part; and

a stand/pillar structure having an insert space,

wherein the thin type display unit is supported by the stand/pillar structure, by inserting the removable fitting part into the insert space, and

wherein the removable fitting part whose one end is connected to the display unit by means of a rotatable rotational part can be pulled out from the stand/pillar structure.

39. (New) A thin design display apparatus comprising:

a thin type display unit having a removable fitting part; and

a stand/pillar structure having an insert space,

wherein the thin type display unit is supported by the stand/pillar structure, by inserting the removable fitting part into the insert space,

wherein the display unit includes a grip handle which can be gripped,

wherein the removable fitting part of the display unit can be pulled out from the stand/pillar structure; and

wherein an anti removal device for preventing removal of the removable fitting part and a removal prevention releasing device for canceling the removal prevention against the removable fitting part by the anti removal device are included.

40. (New) A thin design display apparatus comprising:

a thin type display unit having a removable fitting part; and

a stand/pillar structure having an insert space,

wherein the thin type display unit is supported by the stand/pillar structure, by inserting the removable fitting part into the insert space,

wherein the removable fitting part of the display unit can be pulled out from the stand/pillar structure, and

wherein a front end of the removable fitting part with respect to an insertional direction is formed with an elastic member.

41. (New) A thin design display apparatus comprising:

a thin type display unit having a removable fitting part; and

a stand/pillar structure having an insert space,

wherein the thin type display unit is supported by the stand/pillar structure, by inserting the removable fitting part into the insert space,

wherein the display unit includes a grip handle,

wherein the stand/pillar structure includes an anti removal device for preventing removal of the removable fitting part and a removal prevention releasing device for canceling the removal prevention against the removable fitting part by the anti removal device, and

wherein the removal prevention releasing device releases removal prevention of the removable fitting part by a force acting in the same direction as the removable fitting part is inserted into the stand/pillar structure.

42. (New) A thin design display apparatus comprising:

a thin type display unit having a removable fitting part; and

a stand/pillar structure having an insert space,

wherein the thin type display unit is supported by the stand/pillar structure, by inserting the removable fitting part into the insert space,

wherein the removable fitting part of the display unit can be pulled out from the stand/pillar structure,

wherein the display unit incorporates a chargeable battery,

wherein the stand/pillar structure has a power supply unit, and

wherein the chargeable battery incorporated in the display unit is charged through the power supply unit when the display unit is supported by the stand/pillar structure.

43. (New) The thin design display apparatus according to Claim 38, wherein one of the removable fitting part and the insert space of the stand/pillar structure has a recess and the other has a projection so as to guide an insertional direction and removal by a cooperation of the removable fitting part and the insert space of the stand/pillar structure.

44. (New) The thin design display apparatus according to Claim 38, wherein a cushioning member that prevents the removable fitting part from swaying when the display unit is supported by the stand/pillar structure is provided inside the insert space of the stand/pillar structure.

45. (New) The thin design display apparatus according to Claim 38, wherein the display unit has a grip handle that can be gripped.

46. (New) The thin design display apparatus according to Claim 38, wherein the stand/pillar structure includes a stand base portion formed so as to be placed in contact with a flat plane and a pillar portion provided upright on the stand base portion, having the insert space; and the pillar portion is able to be rotatable relative to the stand base about an axis that is perpendicular to the flat plane.

47. (New) The thin design display apparatus according to Claim 38, wherein the display unit has a remote controller holder for holding a remote controller for remote controlling display of the display unit.

48. (New) The thin design display apparatus according to Claim 38, further comprising a pair of semicircular speaker portions on the left and right of the display unit.

49. (New) The thin design display apparatus according to Claim 38, wherein the display unit incorporates a battery in a lower side.

50. (New) A thin design display apparatus comprising:

a thin type display unit having a stand-cum-joint; and

a stand/pillar structure having an insert space,

wherein the thin type display unit is supported by the stand/pillar structure, by inserting the stand-cum-joint into the insert space,

wherein the display apparatus can be used in a first usage mode in which the display unit is supported by the stand/pillar structure, and

wherein the display apparatus can be used in a second usage mode in which the stand-cum-joint of the display unit is pulled out from the stand/pillar structure and used as a stand for supporting the display unit.

51. (New) The thin design display apparatus according to Claim 50, wherein a backside of the display unit and one end of the stand-cum-joint are connected by a rotational part that makes them rotatable.

52. (New) The thin design display apparatus according to Claim 51, wherein a rotational axis of the rotational part extends parallel to a width direction of the display unit, and

the stand-cum-joint is rotatable about the rotational axis from a position where a distal end is located on a bottom side of the display unit to a position where the distal end is located on a top side.

53. (New) The thin design display apparatus according to Claim 51, further comprising an elevation angle restraining portion which makes difference in permissible range of an angle of

elevation of the display unit relative to the stand-cum-joint, between that in the first usage mode and that in the second usage mode.

54. (New) The thin design display apparatus according to Claim 51, further comprising an indicating means for informing a user of a fact that a pivot angle between the display unit and the stand-cum-joint is set at a recommended angle of elevation.

55. (New) The thin design display apparatus according to Claim 51, wherein the stand-cum-joint projects down below a bottom side of the display unit when a distal end of the stand-cum-joint is set at a downmost position on the bottom side of the display unit.

56. (New) The thin design display apparatus according to Claim 51, wherein a cross section of a distal end of the stand-cum-joint is an elongate shape which is longer in a direction of a rotational axis ~~of the rotational part~~ than in a direction perpendicular to the rotational axis.

57. (New) The thin design display apparatus according to Claim 50, wherein a cross section of the stand-cum-joint and the insert space of the stand-cum-joint are circular.

58. (New) The thin design display apparatus according to Claim 50, wherein the stand/pillar structure is further comprised of an anti removal device for preventing removal of the stand-cum-joint and a removal prevention releasing device for canceling the removal prevention against the stand-cum-joint by the anti removal device.

59. (New) The thin design display apparatus according to Claim 50, wherein one of the stand-cum-joint and the insert space of the stand/pillar structure has a recess and the other has a projection so as to guide an insertional direction and removal by a cooperation of the stand-cum-joint and the insert space of the stand/pillar structure.

60. (New) The thin design display apparatus according to Claim 50, wherein a cushioning member that prevents the stand-cum-joint from swaying in the first usage mode is provided inside the insert space of the stand/pillar structure.

61. (New) The thin design display apparatus according to Claim 50, wherein the distal end of the stand-cum-joint is formed with an elastic member.

62. (New) The thin design display apparatus according to Claim 50, wherein the display unit has a grip handle that can be gripped.

63. (New) The thin design display apparatus according Claim 62_herein the grip handle has a fixture portion to be fixed to the display unit and a remote controller holder for holding a remote controller for remote controlling the display unit in the fixture portion.

64. (New) The thin design display apparatus according to Claim 62, wherein the grip handle and the stand-cum-joint are formed in an integral manner as a joined structure that can be connected to the display unit.

65. (New) The thin design display apparatus according to Claim 50, wherein the stand/pillar structure includes a stand base portion formed so as to be placed in contact with a flat plane and a pillar portion provided upright on the stand base portion, having the insert space; and the pillar portion is able to be rotatable relative to the stand base about an axis that is perpendicular to the flat plane.

66. (New) The thin design display apparatus according to Claim 50, wherein the display unit has a remote controller holder for holding a remote controller for remote controlling display of the display unit.

67. (New) The thin design display apparatus according to Claim 50, further comprising a pair of semicircular speaker portions on the left and right of the display unit.

68. (New) The thin design display apparatus according to Claim 50, wherein the display unit incorporates a battery in a lower side.

69. (New) A thin design display apparatus comprising:

a thin type display unit having an engaging portion capable of being engaged with a projection projected from a wall surface; and

an angle adjuster of which one end is connected to a backside of a display unit by means of a rotational part and the other end is able to rotate on the rotational part as a fulcrum.

70. (New) A thin design display apparatus comprising:

a thin type display unit having an engaging portion capable of being engaged with a projection projected from a wall surface; and

an angle adjuster of which one end is connected to a backside of the display unit by means of a rotational part and the other end is able to rotate on the rotational part as a fulcrum,

wherein the engaging portion extending toward a distal end from a fixed end, fixed to the display unit has an inclination in a depth direction of the display unit, and

wherein a depth of the inclination is equal to or greater than a depth dimension of the rotational part.

71. (New) A thin design display apparatus according to Claim 69, wherein the engaging portion has an annular configuration.

72. (New) The thin design display apparatus according to Claim 69, further comprising a pair of semicircular speaker portions on the left and right of the display unit.

73. (New) The thin design display apparatus according to Claim 69, wherein the display unit incorporates a battery in a lower side.

74. (New) A thin design display apparatus comprising:

a thin type display unit having a grip handle; and

a stand-cum-angle adjuster whose one end is connected to the display unit by means of a rotatable rotational part,

wherein the display apparatus can be used in a first usage mode in which the stand-cum-angle adjuster is used as a stand for supporting the display unit, and

wherein the display apparatus can be used in a second usage mode in which the grip handle is engaged with a projection projected from a wall surface.

75. (New) The thin design display apparatus according to Claim 74, wherein the stand-cum-angle adjuster projects down below a bottom side of the display unit when a distal end of the stand-cum-angle adjuster is set at a downmost position on the bottom side of the display unit.

76. (New) The thin design display apparatus according to Claim 74, wherein a cross section of the other end of the stand-cum-angle adjuster is an elongate shape which is longer in a direction of a rotational axis ~~of the rotational part~~ than in a direction perpendicular to the rotational axis.

77. (New) The thin design display apparatus according to Claim 74, wherein the display unit has a remote controller holder for holding a remote controller for remote controlling display of the display unit.

78. (New) The thin design display apparatus according to Claim 74, further comprising a pair of semicircular speaker portions on the left and right of the display unit.

79. (New) The thin design display apparatus according to Claim 74, wherein the display unit incorporates a battery in a lower side.

80. (New) A thin design display apparatus comprising:

a thin type display unit having a grip handle; and

a stand-cum-joint whose one end is connected to a backside of the display unit by means of a rotatable rotational part,

wherein the display unit is supported by a stand/pillar structure, by inserting the stand-cum-joint into an insert space of the stand/pillar structure,

wherein the display apparatus can be used in a first usage mode in which the display unit is supported by the stand/pillar structure,

wherein the display apparatus can be used in a second usage mode in which the stand-cum-joint of the display unit is pulled out from the stand/pillar structure and used as a stand for supporting the display unit, and

wherein the display apparatus can be used in a third usage mode in which the stand-cum-joint of the display unit is pulled out from the stand/pillar structure and the grip handle is engaged with a projection projected from a wall surface.

81. (New) The thin design display apparatus according to Claim 80, wherein the display unit has a remote controller holder for holding a remote controller for remote controlling display of the display unit.

82. (New) The thin design display apparatus according to Claim 80, further comprising a pair of semicircular speaker portions on the left and right of the display unit.

83. (New) The thin design display apparatus according to Claim 80, wherein the display unit incorporates a battery in a lower side.

84. (New) A thin design display apparatus comprising:

a thin type display unit;

a stand structure whose one end is connected to a backside of the display unit by means of a rotatable rotational part; and

an indicating means for informing a user that an angle between the stand structure and the display unit has been set at a recommended elevation angle as a result of rotation of the stand structure.

85. (New) The thin design display apparatus according to Claim 80, wherein the display unit has a remote controller holder for holding a remote controller for remote controlling display of the display unit.

86. (New) The thin design display apparatus according to Claim 80, further comprising a pair of semicircular speaker portions on the left and right of the display unit.

87. (New) The thin design display apparatus according to Claim 80, wherein the display unit incorporates a battery in a lower side.

88. (New) A thin design display apparatus comprising:

a thin type display unit having a removable fitting part that can be inserted into and removed from a stand/pillar structure,

wherein the display unit includes a grip handle which can be gripped and a remote controller holder for holding a remote controller for remote controlling the display unit.

89. (New) The thin design display apparatus according to Claim 88, wherein the remote controller has a configuration that tapers from one end to the other while the remote controller holder has a inclined configuration that tapers from a top to a bottom of the display unit.

90. (New) A display unit detaching method, wherein a thin type display unit having a grip handle and a removable fitting part is supported by a stand/pillar structure, by inserting the removable fitting part into an insert space of the stand/pillar structure, and removal of the removable fitting part is prevented by an anti removal device, comprising the steps of:

pulling up the grip handle so as to cause a force to act in the direction in which the removable fitting part is separated from the stand/pillar structure, and acting a force on the anti removal device, at the same time, in the same direction as the removable fitting part is inserted into the stand/pillar structure, so as to detach the removable fitting part of the display unit from the stand/pillar structure.